



Tourism & Events Department  
7506 E. Indian School Road  
Scottsdale, AZ 85251  
480.312.7177

---

**To:** Linda Dillenbeck, Chairperson  
Tourism Development Commission

**From:** Karen Churchard, Tourism & Events Director  
Jackie Contaldo, Downtown Specialist

**Date:** November 20, 2018

**Subject:** Old Town Matching Marketing Program

At the October 16, 2018 TDC meeting, the commission reviewed the revised Matching Marketing Program which included clearer language that applicants are limited to applying for the program once per fiscal year.

In the weeks following the Oct 16 meeting, the Downtown Specialist continued informational outreach on the Matching Marketing Program to parties from the Entertainment District, 5<sup>th</sup> Avenue District and Historic Old Town. There is strong interest from the Entertainment District and the 5<sup>th</sup> Ave merchants.

Concurrent to this outreach, the Downtown Specialist had the application criteria reviewed by the City Attorney's Office. During the Oct 16<sup>th</sup> TDC Meeting, it was requested that this review include updates to the application criteria to further define:

- Who can be a "Lead Organizer"
- That applicants are not precluded from applying for any of the four (4) Tourism Development Event Funding Programs if they apply for the Matching Marketing Program

This new and expanded language has been highlighted in the revised FY 2018/2019 Matching Marketing Program Guidelines and Application.

**Next Steps**

Following TDC discussion and final review of the revised applicant criteria, staff will announce and notify the program guidelines and application to districts for their consideration to apply.

When staff receives an application and reviews for approval, the TDC will be notified. Once approved by staff the applicant will be notified and we will work with the City Attorney Office for a resolution and agreement that will be presented to City Council on Consent Agenda for their final approval.

## OLD TOWN MATCHING MARKETING PROGRAM

### Guidelines and Application Information

#### PROGRAM OVERVIEW

The City of Scottsdale's Tourism & Events Department (TED) is seeking applications for marketing initiatives that support the City's resident engagement and leisure tourism marketing efforts in downtown Scottsdale (Old Town). Through collaborative partnerships, this program strives to encourage cooperative marketing initiatives, increased partnerships across tourism industry stakeholders, active marketing of the downtown's assets to residents and leisure tourists, themed promotions, advertising, and public relations aimed at niche audiences. Using tourism development funds, TED will award up to \$30,000 to each approved applicant, until 2018/2019 fiscal year funds are depleted, to support the success of the awarded marketing initiatives.

The Old Town Matching Marketing Program is designed to:

- Invest the City's financial resources with tourism partners in the Old Town area to increase downtown visitation, spending, revenue, and jobs.
- Provide matching marketing funds through a reimbursement of qualifying paid marketing expenses.
- Encourage the development of innovative and collaborative marketing initiatives by the business community, hospitality industry and attractions.
- Give special emphasis on increasing visitation to Old Town by strengthening the area's image as a competitive, attractive, culturally-rich and diverse destination.
- Contribute to the development and improvement of districts and/or industries within Old Town through enhancement, expansion, and promotion of downtown visitation.
- Support projects that reach targeted niche markets and tourism drivers.

The Old Town Matching Marketing Program provides a unique opportunity to:

- Access significant matching funds to support resident engagement and leisure tourism marketing initiatives.
- Develop marketing partnerships that leverage each partner's marketing efforts and tourism product.
- Expand your marketing reach, reaching new geographic markets.
- Expand your marketing scope, offering new and creative visitor experiences.
- Enhance your ability to attract downtown visitors.
- Play a significant role in the City's commitment to creating a highly desirable and vibrant downtown destination.

#### PROGRAM QUALIFICATIONS

All qualifications must be met to be eligible for funding:

- ☐ Funds must be used to promote locally-operated businesses in one or more of Old Town's districts (Arts, Brown & Stetson, Civic Center Park, Entertainment, Fifth Avenue Shopping, Historic, Southbridge, Waterfront) and provide significant promotion of the assets/points of interest within the district(s). Funds may also be used to promote a specific theme or industry if a compelling case is presented to the City in the completed application. Old Town maps, with boundaries, can be found on pages 10 & 11 (Appendices B & C).
- ☐ Marketing initiatives must align with Scottsdale's brand image and support at least one tourism driver: art and culture, culinary, golf, sports and recreation, or western.
- ☐ Marketing initiatives proposed must link destinations/attractions through a common theme or niche offering and be aimed at important markets.
- ☐ Each marketing program application must have one "Lead Organizer" who will act as the administrator, submit the full application, marketing results and reimbursement requests, as well as interface with TED staff in a timely manner, and if funding is awarded, sign an agreement with the City.
- ☐ The Lead Organizer must be a business located in Old Town or an association of businesses in Old Town. A Lead Organizer can be a marketing organization representing a business or association of businesses in Old

Town but cannot receive funding from the city. In these instances, funds must be provided to one of the businesses or an association of businesses listed as a partner on the Program Application.

- ❑ The Lead Organizer must accept administrative responsibility for the project and must secure a minimum of two or more organizations (Partners) with significant commitment to the Program. The Lead Organizer must take an active role in the program's promotion.
- ❑ The funding application may be received at any time. Once received, the process can take between 45-90 days to complete.
- ❑ Applicants must match their marketing fund amounts dollar-for-dollar.
- ❑ Old Town Scottsdale and City of Scottsdale logos must appear on all marketing materials and be legible. If/when the logos can't be present, the words "Old Town Scottsdale" must be included.
- ❑ Old Town Scottsdale website (OldTownScottsdaleAZ.com) must appear on all marketing materials. In consultation with TED, applicants must use other marketing efforts to promote the City of Scottsdale.

### POTENTIAL USES FOR FUNDS

Funds may be used for a single marketing initiative or in combination with other marketing initiatives. Examples of eligible uses of matching funds include:

- Traditional advertising (print, television, out-of-home, radio)
- Social Media advertising
- Web-based or digital advertising/marketing
- Paid advertising production and placement
- Program specific website development/enhancement/search engine optimization
- Video production if it relates directly to marketing Old Town Scottsdale and the program
- Printing/mailling costs for collateral materials (ex: guides, directories and direct mail campaigns)
- Promotional activities
- Enhancements to existing marketing programs
- Outdoor advertising (billboards, bus stops, unconventional)
- Wayfinding (signage, maps, trails). Requires City processes, approvals and permits.

### FUNDS MAY NOT BE USED FOR

The following types of marketing initiatives are not eligible for funding:

- Capital investments
- Salary support, personnel costs
- Strategic plan development
- Public relations fees and retainers
- Tradeshow registration fees, booth rentals, conferences or membership dues
- Travel costs (food, lodging, entertainment)
- Database development
- Market research to identify target markets
- Facility rental/insurance; purchase or rental of equipment or supplies
- Food or alcoholic beverages
- Items for resale
- Operating costs (including web hosting and domain registration)

### DISBURSMENT OF FUNDS

The Old Town Matching Marketing Program reimburses awardees for documented paid marketing costs incurred to implement their program. Within 60 days after the date of the signed agreement, the Lead Organizer shall provide the City an invoice for 75% of the awarded marketing amount. Within 30 days after receipt of the invoice, the City shall make payment to the Lead Organizer for 75% of the awarded marketing amount. The City will not be obligated to pay any part of a late invoice. The final 25% of funding will be provided once all contract requirements have been fulfilled. The City will remit the remaining 25% payment within 120 days of final invoice.

- Reimbursements will be made by check and only issued to the Lead Organizer. *If the Lead Organizer is a marketing organization the check will be issued to one of the businesses or an association of businesses listed as a partner on the Program Application, as agreed upon on the final legal agreement.*
- Final reimbursement requests must be received within 60 days of marketing initiative end date.

#### APPLICATION AND APPROVAL PROCESS

- Applications:
  - Read application document entirely. Only apply if marketing initiatives fully meet qualifications.
  - Fill out entire application. Incomplete submissions will not be accepted. Only (1) application per Marketing initiative is allowed. The Lead Organizer & Partner applicants are limited to applying for the Old Town Matching Marketing Program once per fiscal year.
  - Applying for the Old Town Matching Marketing Fund does not disqualify from applying for or receiving funds from any of the (4) Tourism Development Event Funding Programs:
    1. Community Event Funding
    2. Event Venue Fee Funding
    3. Matching Event Advertising Funding
    4. New Event Development Funding
  - Submit application via mail or email to City of Scottsdale Tourism & Events Department.
- Approval Process:
  - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and recommendation to the Tourism Development Commission (TDC).
  - The TDC must recommend the application for approval by Scottsdale City Council.
  - Once the application is approved by Scottsdale City Council, the city will prepare a final, legal agreement that will require signatures from the Lead Organizer and all participating Partners.
- Questions and Applications should be submitted to:

City of Scottsdale Tourism & Events Department  
 Attention: Jackie Contaldo  
 7506 E. Indian School Rd.  
 Scottsdale, AZ 85251

[JContaldo@ScottsdaleAZ.gov](mailto:JContaldo@ScottsdaleAZ.gov)

480-312-2459

**Final Notes:** The City of Scottsdale and the Scottsdale tourism industry are eager to support quality marketing initiatives that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit an application and should not be interpreted as automatic approval of City funding.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Application is not a legally binding agreement.

## OLD TOWN MATCHING MARKETING PROGRAM APPLICATION

### APPLICANT INFORMATION

Application Date:

Lead Organizer First and Last Name:

Lead Organizer Business Name:

Mailing Address:

City:

State:

Zip Code:

Phone:

Cell Phone:

Email:

Lead Organizer Signature and Title:

### PROGRAM PARTNER INFORMATION

*Signature of partner(s) represents agreement that they will be significantly committed to the Program and will assist the lead organizer as described in the Project Proposal.*

Partner First and Last Name:

Partner Business Name:

Mailing Address:

City:

State:

Zip Code:

Phone:

Cell Phone:

Email:

Partner Signature and Title:

Partner First and Last Name:

Partner Business Name:

Mailing Address:

City:

State:

Zip Code:

Phone:

Cell Phone:

Email:

Partner Signature and Title:

*Additional Partner information can be added in Appendix A on Page 9*

PROGRAM INFORMATION	
<b>Program Title:</b>	
<b>Program Beginning Date:</b> (MM/DD/YY)	<b>Program End Date:</b> (MM/DD/YY)
<b>Applicant &amp; Partner Budget:</b>	<b>City Funds Requested:</b> (maximum of \$30,000)
<b>TOTAL PROGRAM BUDGET:</b>	
PROJECT PROPOSAL	
<p>1. Provide a detailed description of the proposed marketing initiative. Include information as to how the initiative will increase visitation and how it will enhance tourism to Old Town. (Not to exceed 400 words)</p>	
<p>2. List all attractions, events and tourism partners included in the project. Describe the role each partner will contribute to the collaborative effort of the program. (Not to exceed 550 words)</p>	

3. Provide the objectives of the marketing initiative for which the City of Scottsdale Tourism & Events Department tourism development funds will be used and the approximate timeline for implementation. (Not to exceed 250 words)
4. Describe type and elements of the marketing initiative (ex: social media campaign, direct mail, promotional activities, print production, etc.) Please list all elements that apply.
5. List the primary target markets, both physical location (ex: Phoenix, Chicago, etc.) and the type of audience (ex: cultural tourists, residents, families with children, etc.)
6. List (3) goals of the marketing initiative being proposed. Goal should be a broad statement of what you and your partners want to accomplish with the matching marketing program funds.  
  
Goal 1.  
  
Goal 2.  
  
Goal 3.

7. Include 3-5 measurable outcomes for the marketing plan. Outcomes should be quantifiable and realistic. Please also include how the data will be collected.

Outcome 1.

Outcome 2.

Outcome 3.

Outcome 4.

Outcome 5.

#### PLANNED MEDIA BUY

(if applicable)

1. List media channels, timing, specifications (size) and comments of planned media buy schedule. Channels may include TV, radio, print, paid social media, outdoor advertising. Timing may be a specific date, date range or season. Specifications may be digital banner sizes, print ad sizes, or per word (as in advertorial or content advertising). Comments, for example, could include: off-season, holiday, during seasonal Scottsdale event, etc.

Channels:	Timing:	Specifications:	Comments:

2. For collateral materials you plan to use, list the distribution plan and the timeline (ex: flyers, rack card, coupons, etc.)

Item:	Location:	Quantity:	Timing



MARKETING EXPENSES/BUDGET		
Budgeted Expenses:	Amount:	Dates to be Expended:
Media Buy		
Creative Services		
Advertising Production		
Print Production		
Website Enhancements		
Shipping Costs		
Mailing Costs		
City Funds Requested		
<b>TOTAL:</b>	<b>\$</b>	

SUBMISSION AGREEMENT	
On behalf of the partners identified in this application, I certify that the information entered herein is true and accurate, and that the applicants meet the eligibility requirements for the Old Town Marketing Matching Program as outlined in the Program Qualifications.	
First and Last Name (Printed)	
Signature:	Date:

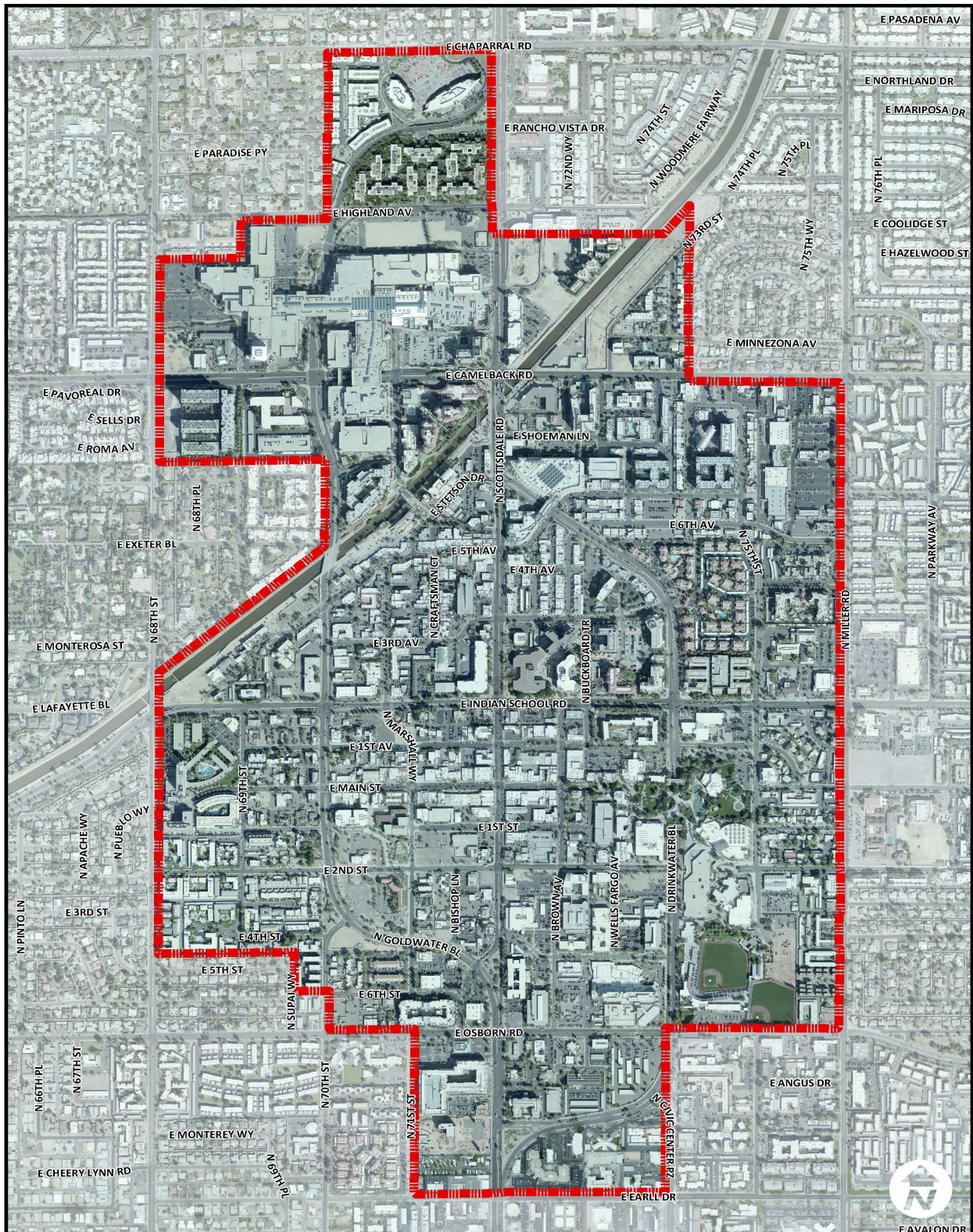
APPENDIX A		
PROGRAM PARTNER INFORMATION		
Partner First and Last Name:		
Partner Business Name:		
Mailing Address:		
City:	State:	Zip Code:
Phone:	Cell Phone:	Email:
Partner Signature and Title:		
Partner First and Last Name:		
Partner Business Name:		
Mailing Address:		
City:	State:	Zip Code:
Phone:	Cell Phone:	Email:
Partner Signature:		
Partner First and Last Name:		
Partner Business Name:		
Mailing Address:		
City:	State:	Zip Code:
Phone:	Cell Phone:	Email:
Partner Signature and Title:		
Partner First and Last Name:		
Partner Business Name:		
Mailing Address:		
City:	State:	Zip Code:
Phone:	Cell Phone:	Email:
Partner Signature and Title:		

*This page may be duplicated to allow for more program partners to be listed.*



## APPENDIX B

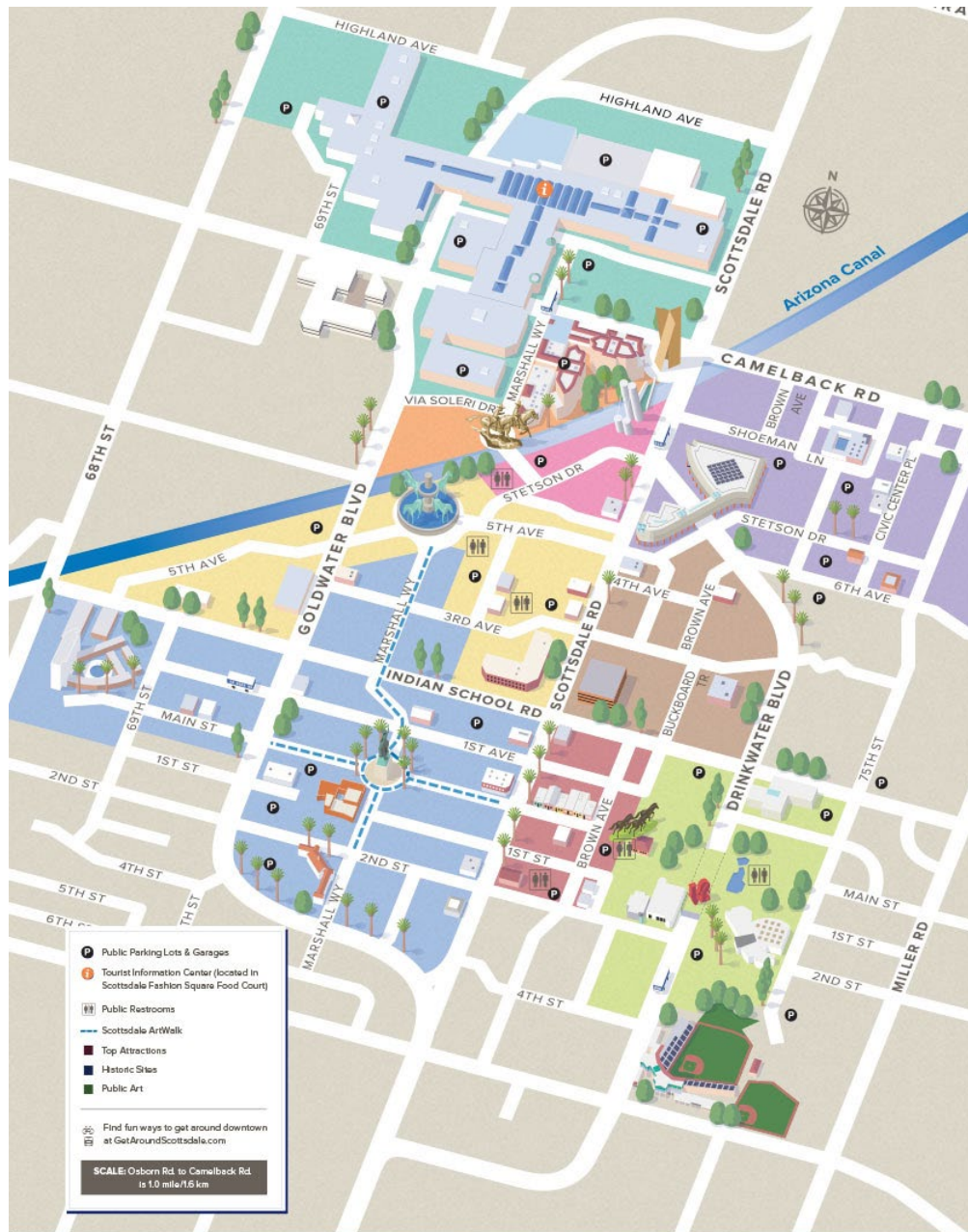
### MAP OF OLD TOWN SCOTTSDALE WITH STREET BOUNDARIES





## APPENDIX C

## MAP OF OLD TOWN SCOTTSDALE WITH DISTRICT BOUNDARIES



## OLD TOWN SCOTTSDALE

## THE DISTRICTS

Old Town is the energetic heart of our city. In a little more than one square mile, you can explore nine easily walkable districts filled with art galleries, shops, restaurants, museums and nightclubs.

**ARTS DISTRICT**

Fine art galleries, wine-tasting rooms, Scottsdale's Museum of the West, the Scottsdale Artists' School and the Thursday night ArtWalk all call this district home.

**CIVIC CENTER PARK**

The park's 21 acres of lush lawns, public art and bubbling fountains also house the Scottsdale Museum of Contemporary Art and Scottsdale Center for the Performing Arts.

**FIFTH AVENUE SHOPPING DISTRICT**

This long-time local favorite boasts dozens of unique shops, award-winning restaurants and the famous Bob Parks Horse Fountain.

**SCOTTSDALE FASHION SQUARE**

The largest shopping destination in the Southwest, Fashion Square is home to more than 250 premium retailers, a Harkins luxury cinema and multiple restaurants.

**BROWN & STETSON DISTRICT**

This mixed-use district houses restaurants, bars and numerous hair salons, which may come in handy if you're planning a night on the town in the downtown Entertainment District.

**ENTERTAINMENT DISTRICT**

The laidback daytime energy of this district explodes after dark, with celebrity decoys, live bands and master mixologists showing off their talents at upscale nightclubs and bars.

**HISTORIC OLD TOWN**

This historic corner of downtown is fun and funky, with a decidedly Old West flair. Western wear boutiques, Native American jewelry and historic sites are a few of the treasures you'll find here.

**SCOTTSDALE WATERFRONT & SOUTHBIDGE DISTRICTS**

Those districts on the north and south banks of the Arizona Canal, respectively, house some of the city's most popular restaurants and boutiques.